

Diageo Business Theatre

This was an immersive experience, which communicated corporate transformation methodology to help the top 250 executives at Guinness UDV understand e-commerce. The demonstration theatre was created with projection, video, sound, lighting, set design and actors.

The Audio Visual elements of the show were pre-programmed and controlled via Macromedia 'Director' which provided an interactive control interface to the actors, in this way no rigid format was forced upon either the actors or the audience. The actors were able to set pace and adapt on the fly, the presentation to respond to the audience's timescales and interests, making this a truly interactive experience.

This was so successful that eventually this six month project was extended beyond a year and was seen by more than 1000 Diageo staff. Furthermore after this period, Diageo sold this facility to another party who then ran it for another six months providing the experience to Coca-Cola, Nestle, Axa, Unilever, Shell, and Honda among others.

